

ABSTRACT OF THE DISCLOSURE

A fastening strap structure including a strap body made of plastic material by molding and at least one metal reinforcing string integrally embedded in the strap body. The metal reinforcing string enhances tension strength and shear strength of the fastening strap so that the safety in use of the fastening strap can be ensured. At least one outer face of the strap body is formed with a series of stop teeth, whereby the fastening strap can be used to quickly fasten articles at higher efficiency.